


**DTX 1340**  
**(USPS-ADS-0000620144)**  
**(Excerpt)**  
**(Redacted)**

 : All redactions proposed by  
the United States

 : Additional information  
covered by confidentiality  
objections of third parties

**From:** Pasco, Brian L - Washington, DC </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8BA82744A6AC42CF959826F5471380F7-PASCO.BRIA>  
**To:** Ernst, Laura (NYC-UMW) <Laura.Ernst@umww.com>  
**CC:** Tapia, James (NYC-UMW)  
**Sent:** 9/14/2022 10:35:33 AM  
**Subject:** RE: [EXTERNAL] FW: Avoid Surcharge Optimization

Approved- thanks!

**From:** Ernst, Laura (NYC-UMW) <Laura.Ernst@umww.com>  
**Sent:** Wednesday, September 14, 2022 10:29 AM  
**To:** Pasco, Brian L - Washington, DC <Brian.L.Pasco@usps.gov>  
**Cc:** Ernst, Laura (NYC-UMW) <Laura.Ernst@umww.com>; Tapia, James (NYC-UMW) <James.Tapia@umww.com>  
**Subject:** [EXTERNAL] FW: Avoid Surcharge Optimization

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Hi Brian,

As mentioned, we'd like to shift some funds from Social to Display for Avoid Surcharge.

FY22 Q4 JAS - Avoid Surcharge - Display - TASK# 22-246

- Current Amt: [REDACTED]
- Revised Amt: [REDACTED]
- +/- Change: [REDACTED]

Reason for change: Shifted from Social

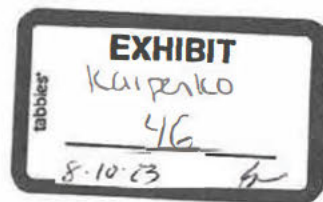
FY22 Q4 JAS - Avoid Surcharge - Social - TASK# 22-248

- Current Amt: [REDACTED]
- Revised Amt: [REDACTED]
- +/- Change: [REDACTED]

Reason for change:

Thank you!

-Laura



**UM** Laura Ernst  
 PARTNER, Portfolio Management Operations  
 047-279-1092

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FORRESTER

**From:** Bottenberg, Michael R - Washington, DC <Michael.R.Bottenberg@usps.gov>  
**Sent:** Tuesday, September 13, 2022 4:43 PM  
**To:** Bacco, Laura (NYC-UMW) <Laura.Bacco@umww.com>; Brian Pasco <Brian.L.Pasco@usps.gov>; Shalene Starr <shalene.m.starr@usps.gov>; latonia e. simmons <latonia.e.simmons@usps.gov>  
**Cc:** Tapia, James (NYC-UMW) <James.Tapia@umww.com>  
**Subject:** RE: [EXTERNAL] Avoid Surcharge Optimization

Hi Laura,

Lets make the shift into display.

**Michael Bottenberg**  
 Digital Brand Marketing | United States Postal Service  
 Cell: [REDACTED]  
 michael.r.bottenberg@usps.gov

**From:** Bacco, Laura (NYC-UMW) <Laura.Bacco@umww.com>  
**Sent:** Tuesday, September 13, 2022 1:29 PM  
**To:** Bottenberg, Michael R - Washington, DC <Michael.R.Bottenberg@usps.gov>; Pasco, Brian L - Washington, DC <Brian.L.Pasco@usps.gov>; Starr, Shalene M - Washington, DC <shalene.m.starr@usps.gov>; Simmons, La Tonia E - Washington, DC <latonia.e.simmons@usps.gov>  
**Cc:** Tapia, James (NYC-UMW) <James.Tapia@umww.com>  
**Subject:** [EXTERNAL] Avoid Surcharge Optimization

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Hi Mike,

Hope all is well!

We are reaching out with a potential optimization for Avoid Surcharge. We recommend shifting [REDACTED] from Social into Display. FB/G continues to see increases in CPMs YoY due to increased demand and competition across platform, a result of market conditions and platform updates. For Avoid Surcharge in particular, we are currently seeing a [REDACTED] CPFC. Display OBM has a fixed CPL of [REDACTED] for this campaign and does have opportunity to scale based on current inventory. With this shift, we will increase our projected leads with display and hopefully improve social performance, with lower daily spend goals for the remainder of the campaign.

Let us know if it is feasible to receive alignment on this shift EOD today. Apologies for the need for a swift approval - we would like to action as soon as possible this week. Let us know if you have any questions.

Thank you!  
Laura

Laura Bacco  
Partner, Portfolio Management

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